PLANNING APPLICATION REPORT

REF NO: **FP/6/10/**

LOCATION: Norfolk House
Felpham Road
Bognor Regis

PROPOSAL: Introduction of temporary storage container into storage yard of commercial premises.

SITE AND SURROUNDINGS

DESCRIPTION OF APPLICATION	As above
SITE AREA	Approximately 800 square metres
RESIDENTIAL DEVELOPMENT DEN	N/A
TOPOGRAPHY	Predominantly flat
TREES	None of any significance affected by the proposed development.
BOUNDARY TREATMENT	Open to front. Boundary wall approximately 1.8m-2m high to side.
SITE CHARACTERISTICS	The site is a two storey terraced dwelling, with a retail unit and cafe at ground floor level, and residential accommodation above. The shop fronts are glazed whilst the remainder of the elevations are brick faced.
CHARACTER OF LOCALITY	The site is located within the centre of Felpham Village, where there is a combination of retail and residential use.

RELEVANT SITE HISTORY

FP/99/95	Proposed conversion from 2 shops with 2 flats over to 6-1 bed flats	Approve Cond 29-11-1995
FP/35/96	Proposed conversion of ground floor from offices to 2 flats and alterations to 2 existing first floor flats	Approve Cond 01-04-1996
FP/227/03/	Conversion of showroom into three flats & erection of two one bed flats	Refused 12-12-2003
FP/247/04/	Conversion of showroom into three flats and erection of 1 no. one bedroom flat.	Refused 19-11-2004

BR/786/79	Change of use of 1st floor to office for Advanced Copies Ltd.,	Approve Cond 01-11-1979
BR/904/82	Conversion of existing garages to store room/pre delivery inspection	Approve Cond 05-01-1983

REPRESENTATIONS

Representations received:

Felpham Parish Council

Felpham Parish Council:
Support: With the proviso that permission is for a maximum period of 12 months.

One letter of objection:
The container is visible above the boundary wall which is also currently subject to retrospective planning permission. Should permission for the boundary wall be refused, the objection would be more valid.
The siting of the storage container changes the retail storage area into an industrial type of use and would therefore be detrimental to the surrounding residential area. The unit is visible above the boundary wall and is therefore not in keeping with a residential/retail environment.

Comments on Representations received:

Felpham Parish Council:
Noted. It has been confirmed that the application seeks permission for the siting of the container for a minimum period of three years. The impact of the container on the visual amenities of the locality is such that it is recommended that the application be refused.

Comments on letter of objection:
Noted.

CONSULTATIONS

WSCC Local Development Divis.

Consultations responses received:

West Sussex County Highways:
Upon inspection of the plans, it does not appear that this container is in location where it would not obstruct the highway.

Comments on Consultation responses:

Comments noted

POLICY CONTEXT

Designation applicable to site:
Within the Built Up Area
Class C Road

DEVELOPMENT PLAN POLICIES

South East Plan:		
Arun District Local Plan:	GEN2	Built-up Area Boundary
	GEN7	The Form of New Development

PLANNING POLICY GUIDANCE

PPS1	Delivering Sustainable Development
PPS4	Planning for Sustainable Economic Growth

POLICY COMMENTARY

The above policies combine to describe the criteria against which the application will be assessed particularly with regard to visual and residential amenity.

DEVELOPMENT PLAN AND/OR LEGISLATIVE BACKGROUND

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:-

"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."

The proposal is considered to conflict with relevant Development Plan policies in that it would have a materially adverse effect on the visual amenities of the locality and an adverse impact upon the established character of the surrounding area.

OTHER MATERIAL CONSIDERATIONS

It is considered that there are no other material considerations to warrant a decision otherwise than in accordance with the Development Plan and/or legislative background.

CONCLUSIONS

This application seeks retrospective planning permission for the siting of a temporary storage container at Norfolk House, Felpham.

The container is sited to the south of the main building, which is used as a bathroom shop/showroom at ground floor level, and is used for the storage of stock associated with this use.

The container measures 2.43m in width, 12.2m in length, and 2.6m in height. Whilst the container is partially screened through the presence of a boundary wall, it height is such that it is readily visible from the street scene.

The container is of grey coloured corrugated steel, and has a somewhat industrial appearance. This is considered to be out of character with the predominant retail/residential character of the surrounding area.

The incongruity of the container within the street scene is especially significant given the prominent location of the site, which occupies a corner plot at the junction of Felpham Road and Links Avenue.

It is therefore recommended that the application be refused, for the following reason:

RECOMMENDATION

REFUSE

1 The container, by reason of its size, location, and industrial appearance, represents an incongruous addition to the street scene, is out of character with the surrounding area and therefore detrimental to the visual amenities of the locality, contrary to policy GEN7 of the Arun District Local Plan.